



GoGreenCard



Agenda

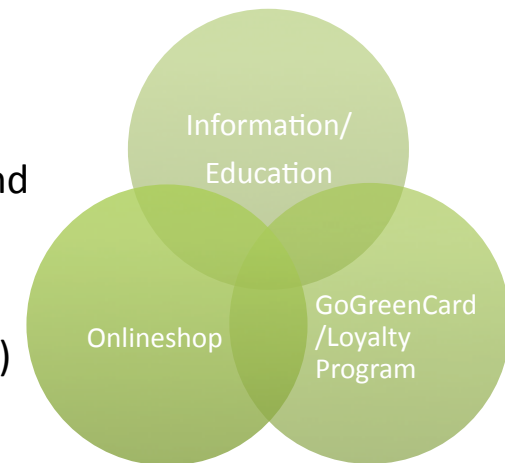


- 1. GoGreenCard Idea & Value Proposition**
- 2. The Team**
- 3. Target Customer & Market Potential**
- 4. Business Model**
- 5. Critical Success Factors**
- 6. Competition & USP**
- 7. Financial Analysis**

GoGreenCard

Idea & Vision

- Establish **GoGreenCard** as a well-known 'green scheme' all over Europe
- Partners from various sectors (e.g. supermarkets, public transport and electronics) and establish an (international) network
- With the **GoGreenCard** customers get benefits (points) for buying “green products” (i.e. products with one of various sustainability labels) or using public transport
- These points can be exchanged for products, vouchers, etc. in a virtual store



Value to Customer

- Information on and education about green products
- Using existing system (e.g. no extra label) – “keep it simple!”
- Benefits for sustainable consumption habits → promote green lifestyle



Climate-related Impact

Consumption patterns typical for industrial countries are a main cause of environmental degradation, including climate change



The Team



CEO

Severin Hegelbach

Human Environment Systems,
Sustainable Energy Use



Technology Director

Katie Meinhold

Nutrition and Food Science and
Sustainable Resource Management



Financial Director

Abidha Begum

Finance and Entrepreneurship,
Engineering, Project Management



Marketing Director

Kordula Wick

Marketing, Business and Chemical
Engineering



Operations Director

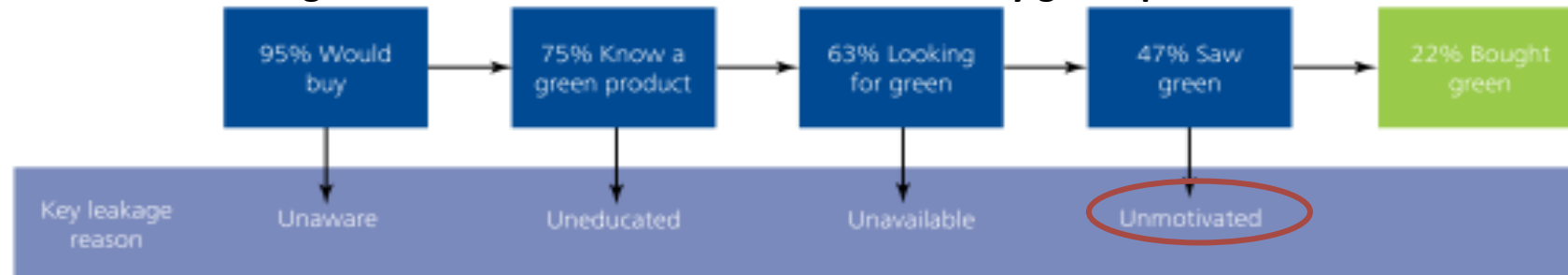
Oeds Willem Miedema

Climate Studies, Research and
Development

Target customer & Market potential

Target consumer

„green consumer, who is unmotivated to buy green products“



Why?

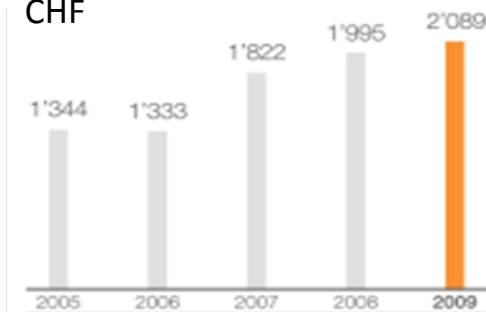
- >it takes too much time
- >it is inconvenient

Market potential

Market is already big and is growing

Supermarket	Transaction volume „sustainable labels“ in 2009 [M CHF]	Growth, compared to 2008 [%]
Coop	1 621 (total turnover ~ 19 700 → 8.2%)	3.6
Migros	2 089 (total turnover ~ 24 900 → 8.4%)	4.7

Migros turnover due to “sustainability” labels in million CHF



Target customer & Market potential



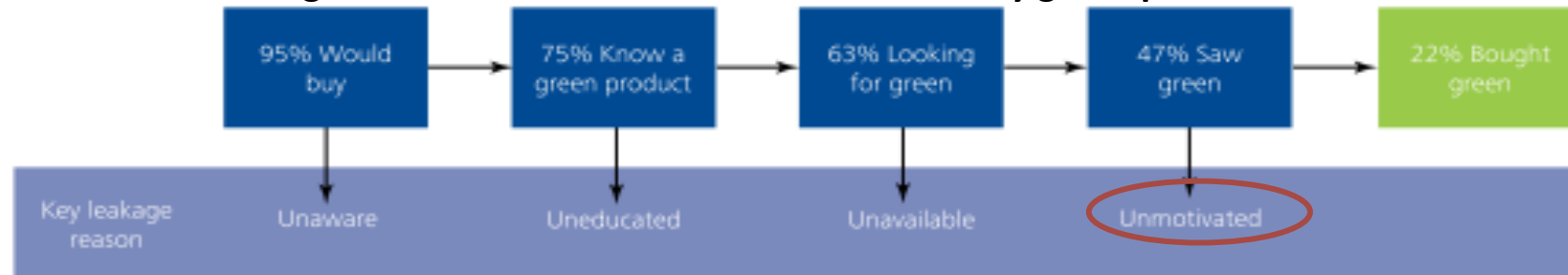
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Hersteller Modell	Logo ABC 123
Niedriger Verbrauch	A
A	
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D	
E	
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G	
Hoher Verbrauch	
Energieverbrauch kWh/Jahr (Auf der Grundlage von Ergebnissen der Normprüfung über 24 h) Der tatsächliche Verbrauch hängt von der Nutzung und vom Standort des Gerätes ab.	XYZ
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Norm EN 152, Ausgabe Mai 1999 Kühlgeräte-Richtlinie 94/10/EG	



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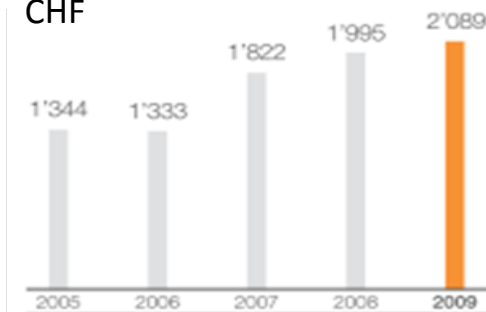
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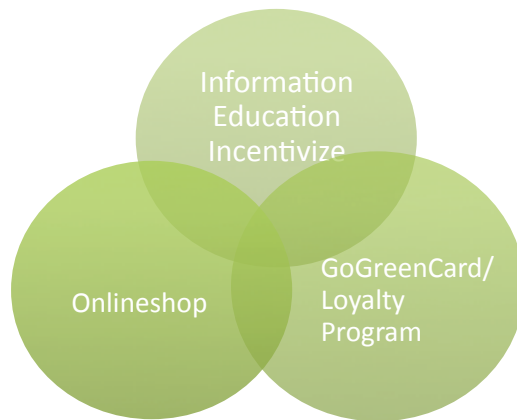
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Migros turnover due to “sustainability” labels in million CHF

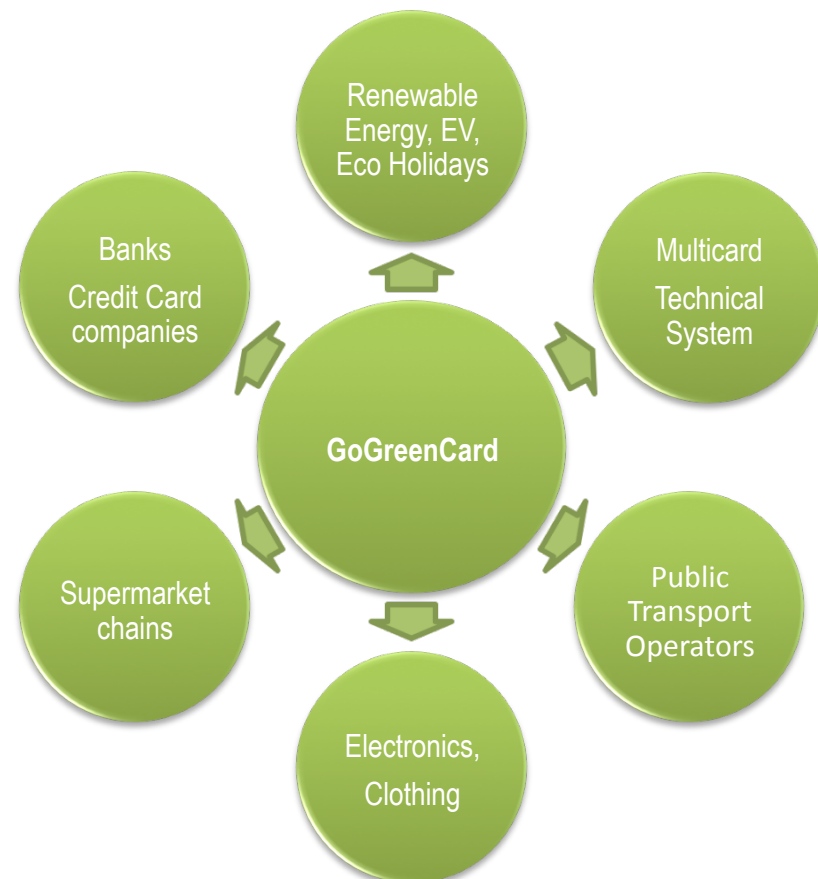


Business Model



- Using existing Labeling/Information schemes to create a benefit for the customer
->with perspective to create a unique certified GoGreenCard Label
- Partner with Supermarkets, Electronic Markets and public transport operators to implement our system in their existing infrastructure – in order to create a diverse network
- Loyalty System
- Incentivize the public to travel by public transport and keep buying eco friendly products

Partnership Suggestions












Critical Success Factors



- Willingness of the supermarkets and electronics to prioritize 'green' products over others.
- Cooperation of the partners to establish a 'green' network.
- The reach of a critical mass in order to achieve proposed goals and benefits.
- The investment costs of the IT system for points collection.

Competition & USP

	Product / company	Sophisticated CRM	Cross-sectoral Network	Stimulating "green" consumerism	Educating (Newsletter)	Website
	GoGreenCard	+	+	+	+	+
	Coop Verde American Express	+	NO	NO	+	+
	Visa Carbon offset card	NO	NO	NO	NO	+
	Cumulus Card Migros	+	+	NO	NO	+
	UBS key club card	NO	+	NO	+	+
	Swiss Bonuscard	+	NO	NO	NO	NO
	CityCard	+	+	NO	NO	+

USP: GoGreenCard provides a cross-sectoral network & stimulates green consumerism



Financial Analysis



Forecasted Potential Usage

- Target market = Switzerland = 7.6 million inhabitants.
- Estimated customer share of 10% = 0.76 million customers.
- Average customer usage = 2* a week per customer (once for supermarket and once for public transport) = 79.04 million transactions a year.

Expected Costs

- GoGreen Card
- To develop and implement Back end IT system – software component
- IT Hardware side –6 servers. (for user accounts, balance).
- Support and maintenance costs

How we make money

- Contracting with a Licensing agreement with supermarkets, public transport operator, Electronic markets
 - Selling Green - Customer Loyalty System to Supermarkets
 - Implementing an Online platform (virtual shop) to sell partners green products
 - Combined Advertisements – Green Image and Marketing
- Commission (A certain percentage on every product sold with the GoGreenCard)
- Online shop



Thank You!



GoGreenCard



BACK-UP SLIDES



SWOT Analysis



STRENGTHS

- USP
- Card is used in various sectors – as Food, Public Transport, Electronics – high customer benefit
- > with possible expansion to Green Energy, Eco-Holiday, Clothing
- Multidisciplinary Team/Expertise – Entrepreneurial Experience, Nutrition and lifecycle Assessment Specialist, Business Strategy CRM – working hand in hand
- Cultural Diversity – simplifies possible Implementation of Product in other countries
- Swiss Market – CEO from Switzerland
- Onlineshop – virtual account
- Card creates external Effects – like Sustainability..

OPPORTUNITIES

- Switzerland – environmentally friendly market & growing trend of environmental awareness, Lifestyle
- Policy with lifecycle regulation will be implemented in the future
- Upcoming Labellingsystem EU-wide
- Strong partners, major/exclusive contracts - Big supermarket chains with many shops all over Switzerland, Public Transport, Electronics – Network
- Food sector: big market in general everybody needs to eat!
- Climatop.ch - labels carbon friendly products +Migros (2 Billion Rev in sustainable products) - possible partners
- Possible business and product development:
Globalization – Expansion to worldwide, Leading the market in ECO-Labeling

WEAKNESSES

- Almost no Flexibility – Company is dependent on partners
- No certificated own Label, which creates Trust in Customer
- Financials – Cashflow difficult to predict
- Dependence on Partner
- Reputation of existing (ECO) Labeling
- Reliability of data, plan predictability quite difficult
- Communication Agency demanded

THREATS

- Saturation of market: People already have customer cards. Do they want another card?
- Green products are more expensive?
- Amount of labeling in supermarkets is confusing the customers.
- Appropriability/IP - Idea can be easily implemented by others
- Existing CRM and loyalty Systems – supermarkets may not be interested in cooperation esp .with Cannibalism of non eco-friendly products
- Data privacy (sensitive information on consumption habits of each customer becomes transparent)
- Growing Internetmarket (especially Electronics)



Financial Analysis



Costs

- Business Analysis with Business Case (contract external company for at least 3-6 mths with 1-3 consultants working). Daily fees for 1 consultant → 1000-1500Euros (market share, market size etc)
- Target market = Switzerland = 7.6 million inhabitants. Estimated customer share of 10% = 0.76 million customers. Average customer usage = 2* a week per customer (once for supermarket and once for public transport) = 79'040'000 transactions a year.
- IT = to develop IT system = 4-6 weeks → 100'000-200'000Euros → Subcontract a company to do this to analyze and develop the system.
- Back end system Implementation costs– software component → 500'000-1'000'000Euros.
- IT Hardware side – need up to 6 servers. (for user accounts, balance). Option to buy or rent the servers.
- Support and maintenance costs → 20'000Euros per month.

Revenues

- Contracting with a Licensing agreement with supermarkets and public transport operator.
- Commission (A certain percentage on every product sold with the GoGreenCard)
- Selling stored user information back to our partners (included in contracting)?